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PTO/SB/21 (09-04)

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TRANSMITTAL FORM

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Total Number of Pages in This Submission

28

Application Number

10/689,407

Filing Date

October 20, 2003

First Named Inventor

JOHNSON, Sam

Art Unit

Examiner Name

Attorney Docket Number

01003.1010

ENCLOSURES (Check all that apply)

☐

Fee Transmittal Form

☐

Fee Attached

☐

Amendment/Reply

☐

After Final

☐

Affidavits/declaration(s)

☐

Extension of Time Request

☐

Express Abandonment Request

☒

Information Disclosure Statement

☐

Certified Copy of Priority Document(s)

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Reply to Missing Parts/
Incomplete Application

☐

Reply to Missing Parts
under 37 CFR 1.52 or 1.53

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Drawing(s)

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Licensing-related Papers

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Petition

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Petition to Convert to a
Provisional Application

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Power of Attorney, Revocation

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Change of Correspondence Address

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Terminal Disclaimer

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Remarks

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After Allowance Communication to TC

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Appeal Communication to Board
of Appeals and Interferences

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Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

☐

Proprietary Information

☐

Status Letter

☐

Other Enclosure(s) (please identify
below):

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

LAVA Group Law by Smith & Frohwein, LLC

Signature

Printed name

Gregory Scott Smith

Date

April 8, 2005

Reg. No.

40,819

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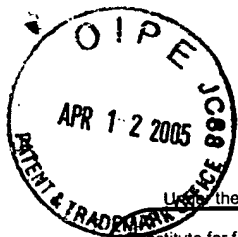
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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number 10/689,407

Filing Date Oct 20, 2003

First Named Inventor JOHNSON, Sam

Art Unit

Examiner Name

Sheet 1

of

2

Attorney Docket Number 01003.1010

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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	A2	TOM GILBERT, A VOD model that can work for everyone, Electronic Media, Editorial	
	A3	JAMES R. HAGARTY, Judge's Ruling on Pop-Up Ads Is a Blow to Web-Site Operators, Wall Street Journal, Moday September 8th, 2003, Page A3 and A5	
	A4	BOB KEEFE, TV Execs plot ways to 'keep eyeballs' Atlanta Journal Constitution.	
	A5	ALAN I. LIGHT, CNN's new format is 'jumbled mess', USA Today	
	A6	JIM LOVEL, Advertisers focus on sp...., Atlanta Business Chronicle,	
	A7	VANESA O'CONNELL, Ad Slump May Be Worse Than Thought,	
	A8	MICHAEL MCCARTHY, Ads are here, there, everywhere, USA Today, June 19, 2001	
	A9	TERRY LEFTON, Playing the Ad Market, The Industry Standard, July 30, 2001	
	A10	MATTHEW T. FELLING, Updated Headline News Sets channel on fluff cycle,	

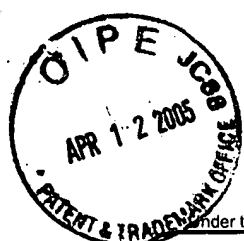
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Complete if Known	
		Application Number	10/689,407
		Filing Date	Oct 20, 2003
		First Named Inventor	JOHNSON, Sam
		Art Unit	
Examiner Name			
Attorney Docket Number	01003.1010		
Sheet	2	of	2

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	A11	DAISY WHITNEY, A 'TiVo-Proof' Ad Model, Vision Week, May 7, 2004	
	A12	LOUIS CHUNOVIC, Satellite TV hits Stores	
	A13	CURTIS RIST, Should you ad go here?, http://money.cnn.com/2004/03/04/technology/business2_adds/	
	A14	JACK MYERS, Outdoor Sets Sites on Doubling Share-of-Market with Research & Tech Upgrades, Jack Myers Report, March 3, 2004	

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